



CALIFORNIA ARTS COUNCIL

CELEBRATING 21 YEARS OF
EXCELLENCE IN THE ARTS:
1976 - 1997

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News Release

California Arts Council announces "1998 Fundamentals of Arts Management Workshops" to be held in San Diego and Sacramento

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SACRAMENTO: The California Arts Council is cosponsoring "1998 Fundamentals of Arts Management Workshops" in San Diego and Sacramento. These will be two-day intensive workshops covering issues important to board and staff development of nonprofit arts organizations. The CAC is also presenting a **free** one-day "Vital Signs Clinic" in Sacramento for board and staff development of nonprofit arts organizations.

Sacramento Workshop – March 2-3, 1998

Location: Holiday Inn Capitol Plaza, 300 J Street, Sacramento, CA. 916-446-0100

This workshop will focus on board development. Topics will include:

- Board recruitment and training
- Team building
- Communication skills
- Board and staff roles
- Fundraising techniques
- Board committee functions
- Models for new millennium

Vital Signs Clinic in Sacramento! – March 4, 1998

Location: Holiday Inn Capitol Plaza, 300 J Street, Sacramento, CA. 916-446-0100

On March 4, 1998, the California Arts Council will be hosting a **free clinic**. Sessions will be held from 9 a.m to 2:30 p.m. at the Holiday Inn Capitol Plaza, in Sacramento. Experts will be on hand to lead small group discussions on the following topics:

- Audience development
- Public relations and media
- Workplace giving, and other new revenue sources
- Financial planning and cash flow
- Partnerships and collaborations
- Using technology administratively
- Earned income ventures

San Diego Workshop – March 5-6, 1998

Location: San Diego Kona Kai Resort, 1551 Shelter Island Drive, San Diego, CA. 800-566-2524

This workshop will focus on a variety of planning issues. Topics will include:

- Planning for the new millennium
- Community and cultural planning
- Financial planning
- Organizational planning
- Strategic planning

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The Workshop Team

Robert Lynch is President and CEO of Americans for the Arts. He served under the same title with the National Assembly of Local Arts Agencies for 12 years. An effective advocate for the arts, Lynch played a leading role in helping local arts agencies gain access to federal funding programs and in building a larger and stronger "Locals" program with the NEA.

Marete Wester has been the Executive Director of the Alliance for Arts Education in New Jersey since 1991. Wester has conducted numerous workshops on arts management and advocacy at local, state, national, and international levels. Prior to working with the Alliance, Wester was Associate Director for Program Operations at the Staten Island Council on the Arts.

Registration

Registration for any of the above workshops includes admission to all sessions, text books, morning refreshments, two luncheons and coffee breaks. Payment in full must accompany each registration form.

Registration cost is \$90 per person, and \$75 per person for current CALAA members.

For more information and to register, please contact CALAA via telephone 415-362-0224; fax 415-362-0225; or email: CALAA@aol.com.

Workshop Partners

The California Assembly of Local Arts Agencies (CALAA) is a nonprofit, membership organization which, for the last 10 years, has championed local arts agencies and their growth as essential for promoting the vitality of California's communities. CALAA provides professional development opportunities, workshops and consultancies, information resources, and represents its membership's interests to elected officials.

Americans for the Arts, founded by the American Council for the Arts and the National Assembly of Local Arts Agencies, is the country's largest alliance of community arts organizations. The national membership organization is dedicated to advancing the arts and culture in America's communities.

The **California Arts Council**, a state agency established in 1976, promotes artistic awareness and participation in California. The California Arts Council's mission is to promote the arts and serve the people of California. The Arts Council provides technical assistance and grants to artists and nonprofit organizations. Applications are reviewed and rated at public meetings by outside professional peer panels and receive final approval from the appointed 11-member Council. Arts Council members include: Thomas Hall, Chair; James L. Loper, Vice Chair; Dea Spanos Berberian; Edward C. Cazier, Jr.; Iris R. Dart; Doris Fisher; Barbara George; Hugh Hewitt; Janet Karatz; David C. Lizarraga; and A.C. Lyles.

This and other press releases can be found on our Web site at <http://www.cac.ca.gov>. Check it out!

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